

## Message Text

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SUBJ: ISSUE FOR MEETING OF US-USSR JOINT COMMERCIAL COMMISSION-  
MARKET RESEARCH

1. SUMMARY. INCREASEING NUMBER OF COMMERCE-SPONSORED MARKET RESEARCH PROGRAMS INVOLVING USSR, BOTH AS PART OF WORLD-WIDE STUDIES AND IN CONNECTION WITH OUR PLANNING FOR SOVIET EXHIBITIONS, RAISES NEED FOR AGREEMENT WITH SOVIETS ON MODALITIES FOR CONDUCTING THESE STUDIES. UPCOMING MEETING OF JOINT COMMERCIAL COMMISSION OFFERS APPROPRIATE OCCASION TO SEEK AGREEMENT WITH SOVIETS ON FRAMEWORK WITHIN WHICH THESE STUDIES SHOULD BE CONDUCTED. END SUMMARY.

2. DURING LAST YEAR, USSR MARKET HAS BEEN INCLUDED IN SEVERAL OF COMMERCE'S WORLD-WIDE SURVEYS OF MARKETS FOR US GOODS AND SERVICES IN SPECIFIC INDUSTRIAL SECTORS. EMBASSY BECAME DIRECTLY INVOLVED IN ONE OF THESE PROJECTS, DR. W. KENDEL'S STUDY ON SOVIET MARKET FOR METAL-WORKING MACHINERY, UAND THIS EXPERIENCE SUGGESTS THAT MORE COOPERATIVE ATTITUDE ON PART OF SOVIETS IS NEEDED. LIKEWISE, OUR EFFORTS TO STUDY SOVIET MARKET IN CONNECTION WITH OUR PLANNING FOR OFFICIAL  
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U.S. PARTICIPATION IN SOVIET INTERNATIONAL EXHIBITIONS (MOST

RECENTLY JANUARY 1974 STUDY IN CONNECTION WITH MAY-JUNE 1975 TELECOMMUNICATIONS EXHIBITION), REVEALED THAT SOVIETS WERE LESS THAN FORTHCOMING IN FACILITATING THESE EFFORTS. WHILE NATURE OF SOVIET SYSTEM NECESSARILY REDUCES VALUE OF MARKET RESEARCH PROJECTS, COMPARED WITH WHAT WE ARE ABLE TO DEVELOP ON MARKETS IN WEST, EMBASSY BELIEVES THAT MORE HELPFUL SOVIET RESPONSE WILL GIVE US MORE USEFUL STUDIES THAN WE HAVE BEEN ABLE TO PRODUCE TO DATE.

3. WHAT IS NEEDED, IN EMBASSY'S VIEW, IS GENERAL SOVIET UNDERTAKING TO FACILITATE OUR MARKET RESEARCH PROJECTS. ACCORDINGLY, WE BELIEVE THT FOLLOWING PRESENTATION SHOULD BE MADE DURING UPCOMING MEETING OF JOINT COMMERCIAL COMMISSION, WHICH IS LOGICAL FORUM IN WHICH TO RAISE ISSUE WITH SOVIETS:

1) AS THE SOVIET SIDE IS AWARE, THE DEPARTMENT OF COMMERCE HAS RECENTLY BEGUN TO CONDUCT MARKET RESEARCH STUDIES ON THE SOVIET MARKET FOR U.S. GOODS AND SERVICES IN SPECIFIC FIELDS. THESE STUDIES HAVE ALSO BEEN KEYED TO OUR PLANNING FOR OFFICIAL U.S. EXHIBITS IN SOVIET INTERNATIONAL EXHIBITIONS SUCH AS THE UPCOMING TELECOMMUNICATIONS EXHIBITION. WE BELIEVE THAT THESE STUDIES ARE IN THE INTEREST OF THE SOVIET SIDE AS WELL IN THAT THEY GIVE THE DEPARTMENT OF COMMERCE A BASIS ON WHICH TO ADVISE U.S. BUSINESS OF SOVIET NEEDS AND INCLUDE IN OUR EXHIBITIONS

PRODUCTS WHICH ARE OF GREATEST INTEREST FOR SOVIET SPECIALISTS.

2) WE HAVE ENCOUNTERED DIFFICULTIES, HOWEVER, IN ARRANGING FOR THE SPECIALISTS WHO CONDUCT OUR MARKET RESEARCH PROJECTS TO MEET WITH REPRESENTATIVES OF APPROPRIATE SOVIET ORGANIZATIONS. (COMMENT: IN THIS CONNECTION, EXPERIENCE OF MRO BRESNEN'S GENERALLY UNSUCCESSFUL EFFORTS TO MEET WITH SOVIET OFFICIALS INVOLVED IN TELECOMMUNICATIONS FIELD COULD BE PRESENTED AS CASE IN POINT. END COMMENT).

3) IN THE VIEW OF THE U.S. SIDE, PROBLEMS SUCH AS WE HAVE ENCOUNTERED THUS FAR PROBABLY RESULT FROM A MINUNDERSTANDING BY REPRESENTATIVES OF SOVIET ORGANIZATIONS OF THE PURPOSES OF THESE PROJECTS.

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4) TO AVOID SUCH OCCURRENCES IN THE FUTURE, THE U.S.SIDE WOULD APPRECIATE THE ASSISTANCE OF THE MINISTRY OF FOREIGN TRADE IN FACILITATING THE WORK OF U.S. MARKET RESEARCHERS. SPECIFICALLY, WE WOULD APPRECIATE AN UNDERSTANDING BY THE SOVIET SIDE THT WHEN THE MINISTRY OF FOREIGN TRADE IS NOTIFIED BY THE U.S. COMMERCIAL OFFICE IN MOSCOW THAT WE WISH TO CONDUCT A SPECIFIC MARKET RESEARCH PROJECT, THE MINISTRY WILL ASSIST THE COMMERCIAL OFFICE IN ENSURING THAT

THE PERSON CONDUCTING THE PROJECT IS ABLE TO MEET WITH REPRESENTATIVES OF APPROPRIATE SOVIET FOREIGN TRADE ORGANIZATIONS, MINISTRIES AND OTHER ORGANIZATIONS.

4. COMMENT: ALTHOUGH SOVIETS MAY BALK AT GIVING SUCH A SWEEPING UNDERSTANDING AS OUTLINED ABOVE, EMBASSY BELIEVES WE SHOULD TRY TO OBTAIN SOME ASSURANCE THAT MARKET RESEARCHERS WILL NOT BE RESTRICTED IN THEIR CONTACTS TO FTO'S AND CHAMBER OF COMMERCE, ORGANIZATIONS WHOSE KNOWLEDGE OF SOVIET MARKET LEAVES MUCH TO BE DESIRED.  
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